

**POST GRADUATE DIPLOMA IN JOURNALISM
AND MASS COMMUNICATION (PGJMC)**

**Term-End Examination
June, 2015**

JMC-04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

Note : *Attempt any five questions. All questions carry equal marks.*

1. Define Public Relations, its role and scope in an organization. What in your view are the limitations of PR ? Discuss. 20
2. Discuss Corporate Social Responsibility (CSR). Do you think good CSR can help PR in building a better image for an organization ? 20
3. Why are media relations important ? Discuss some ways of cultivating the media. 20
4. Do NGOs in your view need PR ? Who are their publics ? Explain the major PR functions in an NGO. 20
5. Define various kinds of crises an organization may face. What role can PR play in managing it ? Cite a case to support your answer. 20

6. Why in your view the Government needs an information machinery ? Discuss at least four media units of the Ministry of Information and Broadcasting of the Central Government in India. 20
7. What are the factors that influence media selection in a PR campaign ? Also explain the importance of mid-term correction in a PR campaign. 20
8. What is Corporate PR Strategy ? Create a corporate PR strategy for an organisation that recently ran into losses in the food business and is now coming up with a new joint venture with a well known food company from the USA. 20
9. What in your view are the various media for internal communication with employees ? Write their strengths and weaknesses. 20
10. Answer any four of the following : 5x4=20
- (a) Explain the Management functions of Public Relations.
 - (b) Differentiate between PR and publicity.
 - (c) What is public opinion ? Explain how PR can become effective in influencing public opinion.
 - (d) Why is PR needed for the banking sector ?
 - (e) Suggest ways how PR can help in keeping up the motivation levels of employees in an organisation.
 - (f) Explain the importance of audience analysis and audience participation in PR communication.
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